

ORDER



WAVY

Orders
Order / Rev: 210110
Alt Order #: 06859122
Product Desc: 9/28-10/4 BARACK OBAMA 120S
Estimate: 1881
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	4	\$6,200.00	\$5,270.00
10/01/12	10/04/12	22	\$19,200.00	\$16,320.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	4	\$6,200.00	\$5,270.00	0.00
October 2012	22	\$19,200.00	\$16,320.00	0.00
Totals	26	\$25,400.00	\$21,590.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	14%	\$25,400.00
Market	100%	\$181,428.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	11%	\$19,957.14
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	20%	\$36,285.71
WTVZ	7%	\$12,700.00
WVBT	31%	\$56,242.86
WVEC	17%	\$30,842.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/01/12	10/04/12	Today Show 2	CM	9a-10a	MTWT---	2:00	3	\$600.00	P3	0.00	NM	3	\$1,800.00
TODAY SHW2-NBC Start Date: 10/01/12, End Date: 10/07/12, Weekdays: MTWT--- Spots/Week: 3, Rate: \$600.00, Rating: 0.00															
E 2	WAVY	10/01/12	10/04/12	Today Show 2	CM	10a-11a	MTWT---	2:00	2	\$500.00	P3	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show 3 Today Show 3 TODAY SHW3-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 2 \$500.00 0.00															
E 3	WAVY	10/01/12	10/04/12	M-F 3-4p Maury Povich	CM	3p-4p	MTWT- - -	2:00	3	\$300.00	P5	0.00	NM	3	\$900.00
MAURY POVICH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 3 \$300.00 0.00															
E 4	WAVY	10/01/12	10/04/12	M-F 4-5p M-F 4-5p	CM	4p-5p	MTWT- - -	2:00	3	\$500.00	P4	0.00	NM	3	\$1,500.00
ANDERSON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 3 \$500.00 0.00															
E 5	WAVY	10/01/12	10/04/12	Today Show M-F Today Show M-F	CM	7a-9a	MTWT- - -	2:00	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
TODAY SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 1 \$1,400.00 0.00															
E 6	WAVY	09/29/12	09/29/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	- - - - - S-	2:00	1	\$1,600.00	P2	0.00	NM	1	\$1,600.00
WAVY NWS SAT7A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - - - - - S- 1 \$1,600.00 0.00															
E 7	WAVY	09/28/12	09/28/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	- - - - F - -	2:00	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
WAVY NEWS10-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - - - - F - - 1 \$1,400.00 0.00															
E 8	WAVY	10/01/12	10/04/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	MTWT- - -	2:00	3	\$600.00	P3	0.00	NM	3	\$1,800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 3 \$600.00 0.00															
E 9	WAVY	09/28/12	09/28/12	LN M-F M-F News 10 @11	CM	11p-1130p	- - - - F - -	2:00	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
WAVY NEWS10-11< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - - - - F - - 1 \$2,000.00 0.00															
E 10	WAVY	09/28/12	09/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	- - - - F - -	2:00	1	\$1,200.00	P3	0.00	NM	1	\$1,200.00
ENT TONIGHT 30 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 - - - - F - - 1 \$1,200.00 0.00															
E 11	WAVY	10/01/12	10/04/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWT- - -	2:00	3	\$1,200.00	P3	0.00	NM	3	\$3,600.00
INSIDER< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 3 \$1,200.00 0.00															
E 12	WAVY	10/01/12	10/01/12	Mon Hour 3 Monday 10-11p	CM	10p-11p	M- - - - -	2:00	1	\$2,800.00	P3	0.00	NM	1	\$2,800.00
REVOLUTION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M- - - - - 1 \$2,800.00 0.00															
E 13	WAVY	10/01/12	10/04/12	LN M-F M-F News 10 @11	CM	11p-1130p	MTWT- - -	2:00	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
WAVY NEWS10-11< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT- - - 1 \$2,000.00 0.00															
E 14	WAVY	10/01/12	10/04/12		CM	7-730p	MTWT- - -	2:00	2	\$1,200.00	P3	0.00	NM	2	\$2,400.00

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				M-F 7-730p											
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ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWT---	2		\$1,200.00		0.00						
													Totals	26	\$25,400.00